

Communications Officer Position Description

Maldon & District Financial Services Ltd (MDFSL)

Allocation of tasks between Communications Officer (CO) & Executive Officer (EO)

25 hrs per month role

Title	Communications Officer (CO)
Reports to	Chair of Communications Portfolio (If Chair unavailable, report to Executive Officer)
Liaises with	Executive Officer (EO)
Major Purpose	<p>To increase business for the company by maintaining strong company presence in the community via social media and communications, increasing brand awareness, building the company marketing lists and marketing to the lists.</p> <p>To position the Maldon & District Community Bank Branch (MDCB) as the local financial experts and 'go to' people for user-friendly and understandable financial information.</p> <p>This is to be achieved by implementing and monitoring the MDCB Communications Strategy in conjunction with the Executive Officer and within the brand strategy developed by Bendigo Bank.</p>

Key Tasks		Responsibility for task
Strategic marketing planning & implementation		CO EO
Key Result Area	<ol style="list-style-type: none"> Attend Communications Portfolio meetings (1 – 2 month) In conjunction with the Branch Manager, Executive Officer and Communications Portfolio, develop and coordinate the annual marketing calendar (reviewed quarterly) of marketing campaigns and events in line with business goals set by Communications Portfolio. Calendar should include, e.g., AGM, grants night, information days targeting specific customer groups such as farmers, tradies, new homeowners, financial literacy workshops etc. <ul style="list-style-type: none"> Assist in organising events, including sourcing presenters, advertising and logistics Ensure such events/campaigns are used to best effect for referrals, community engagement, media opportunities and brand awareness Seek corporate partners/sponsors Be aware of and use marketing resources supplied by Bendigo Bank <ul style="list-style-type: none"> Monitor and participate in Yammer 'Branch Marketing' Helix Personas Marketing Central (Bendigo Bank platform) Build relationships with Communications Officers at other Community Bank branches Coordinate the collection of market, competitor and customer data Maximise emergent marketing opportunities Work collaboratively with community organisations as appropriate to achieve marketing goals Monitor and interpret analytics data (e.g. Google Analytics, Facebook, Instagram data) to improve comms strategy Email marketing to CRM list as required 	CO CO CO / EO CO EO CO CO / EO CO CO
Key Performance Indicator	<ul style="list-style-type: none"> Attendance at marketing and community events Events and content calendar kept up to date Communications strategy monitored for effectiveness and adjusted to improve results Quarterly reports to Communications Portfolio including analytics 	

Key Task	Obtain Free Publicity	EO CO
Key Result Area	<ol style="list-style-type: none"> 1. Organise and maintain monthly Board Chairman's column in community papers across catchment area, liaise with Board Chairman to meet deadlines, 'ghost write' as necessary 2. Maintain roster of Chairman, staff and board members for MainFM radio spot 3. Organise speaking, photo opportunities with local media organisations across catchment area 4. Monitor and develop opportunities to leverage sponsorship partnerships with community organisations including speaking opportunities for Branch Manager and board members 	EO CO CO EO
Key Performance Indicators	<ul style="list-style-type: none"> • Maintenance of monthly bank column in all local papers • Maintenance of regular radio spots • Regular media appearances • Regular speaking engagements for Branch Manager & board members 	

Person nominated in bold = lead activity

No bold = support role for activity